



CORPORATION FOR PUBLIC BROADCASTING

REQUEST FOR PROPOSAL:

Ready To Learn State Projects – Cohort B

Deadline for response: Friday, November 17, 2023, 5:00 PM EDT

I. RFP AT A GLANCE

The Corporation for Public Broadcasting (“CPB”), as part of the 2020-25 Ready To Learn initiative (“RTL”), intends to contract with up to 14 public television stations to collaborate with state-level partners to more broadly extend the impact of RTL resources, relationships, and approaches with children ages two to eight, especially those who live in low-income communities, as well their families and educators (“**the Target Audience**”). There is a particular interest in partnerships with U.S. Department of Health and Human Services Preschool Development Grant (PDG) recipients, but stations may also align with organizations that allow for broader impact with the Target Audience in their states, such as departments of education, library agencies, affiliates of the National Association for the Education of Young Children, and others.

The RTL State Projects will expand the awareness and distribution of evidence-based RTL and partner resources, along with training for educators and parents to use these resources effectively to promote children’s early learning, especially in the RTL priority areas that promote key skills to success - functional everyday literacy, critical thinking (including computational thinking), collaboration, and World of Work knowledge and skills – with a focus on intergenerational learning.

Collaboration at the state level will also introduce new opportunities to scale evidence-based resources and to cultivate relationships that can advance and support RTL’s early childhood and engagement strategies into the future. Selected stations may choose to engage other public media stations within their state to support these efforts.

The stations selected through this RFP will join an existing group of State Projects which began their work in October 2022 (Austin PBS – Texas, Maryland Public Television – Maryland, PBS SoCal – California, PBS Wisconsin – Wisconsin, WFSU – Florida, WXXI – New York). The term will begin no earlier than April 1, 2024 and conclude no later than September 30, 2025 (contingent on the continuation of annual supplemental federal grant awards to CPB for the RTL program). During the first year of the contract, the selected stations will secure partnerships with state-level partners, develop draft and final Plans of Action for the Project period, and present their strategies during a virtual Idea Exchange with the full cohort of State Project stations and key RTL stakeholders. Selected stations will also engage in a community of practice with each other, CPB, PBS, and the RTL research team to support innovation and growth.

In order to be eligible to apply for funding, stations must currently be a CPB Community Service Grant recipient in good standing and have engaged in the following activities within the last five years:

- collaborated with state-level partners on education and engagement efforts;
- engaged low-income families with public media content and resources;
- utilized RTL content and resources in community settings; and,
- demonstrated a commitment by the station’s leadership and community partners in support of the activities above.

Applications will only be considered from stations in states that do not already have active RTL State Projects, and funding will be limited to up to one station within a state.

The RTL State Projects are funded through a Ready To Learn Programming grant by the U.S. Department of Education, for a grant project entitled, “Learn Together: Connecting Children’s Media and Learning Environments to Build Key Skills for Success” (PR Award No. S295A200004/ CFDA No. 84.295A). The total amount of funds available for all 14 Learning Neighborhoods, contingent on a continuation of annual federal grant awards to CPB for the RTL program, is \$168,000 (Year 1¹), and \$1,190,000 (Year 2²).

II. FILING DEADLINE

Proposals are due via the CPB Grants Management System no later than **Friday, November 17 at 5:00 PM ET**. See Section IX for submission instructions.

III. CPB BACKGROUND

CPB is a private, nonprofit corporation created by Congress in 1967. The mission of CPB is to facilitate the development of, and ensure universal access to, non-commercial high-quality programming and telecommunications services. It does this in conjunction with non-commercial educational telecommunications licensees across America. CPB is the largest single source of funding for public television and radio programming, distributing funds via grants, investing in more than 400 local radio and 175 television stations. CPB grants fund activities that include: station operations, equipment, development and production of radio and television programming and overall public media support.

IV. PROJECT OBJECTIVES

Over the 18-month project term, contingent on CPB’s award and receipt of RTL funds from the U.S. Department of Education to support the project, stations are expected to complete the following objectives:

¹ Year 1 covers the six-month period, beginning no earlier than April 1, 2024 and concluding September 30, 2024.

² Year 2 covers the 12-month period, beginning October 1, 2024 and concluding September 30, 2024.

1. Identify and establish partnerships with state-level organizations that can support the expansion of RTL resources and strategies to the Target Audience.
2. Create a plan of action that outlines how the station and its partners will more broadly extend the impact of RTL resources, relationships, and approaches with the Target Audience during the Project period.
3. Establish state-level promotion and distribution of evidence-based RTL and partner resources, along with training for educators and parents to use these resources effectively to promote children’s early learning, especially in the RTL priority areas that promote key skills to success - functional everyday literacy, critical thinking (including computational thinking), collaboration, and World of Work knowledge and skills – with a focus on intergenerational learning. key skills to success - functional everyday literacy, critical thinking (including computational thinking), collaboration, and World of Work knowledge and skills – with a focus on intergenerational learning.
4. Collaborate as needed with RTL leadership and researchers to document and measure impact.
5. Develop and implement strategies for ongoing scaling and sustainability of State Project activities beyond the scope of the Project period.

V. YEAR 1 DELIVERABLES

In the first six months of the project (“**Year 1**”), stations will be required to complete the following activities.

1. State Project Kick-off Meeting – stations must send representatives to a virtual orientation of the State Project stations.
2. State Project Plan of Action – stations must work with partners to draft and finalize a Plan of Action that outlines how the station and its partners will more broadly extend the impact of RTL resources, relationships, and approaches with the Target Audience during the Project period.
3. Virtual Idea Exchange – stations must present their Plans of Action to their State Project peers, CPB, PBS, and other RTL stakeholders during a virtual Idea Exchange.
4. Monthly Narrative Reports – stations must provide CPB with monthly reports describing State Project activities, impact numbers, and any challenges to their plan.
5. Financial Reports – stations must provide CPB with a detailed financial report of the State Project expenses every three months.
6. Training and Meetings – stations must participate in trainings and meetings (virtual and in-person) conducted by CPB, PBS, the RTL research consortium, and other RTL stakeholders as requested.
7. Project Feedback – stations must respond to CPB and PBS’s requests for RTL-related information.

8. Annual State Project Report – at the end of Year 1, and for each additional year in which a continuation grant is awarded to CPB, stations must provide a comprehensive report on the station’s accomplishments and project challenges.
9. Annual State Project Plan – at the end of Year 1, stations must provide CPB with a draft plan of activities for the coming year, including a workscope and budget, and incorporate any feedback from CPB into a final version.

VI. STATION BENEFITS

Stations participating in the project will benefit by:

1. receiving early access to new CPB-PBS RTL 2020-25 content;
2. gaining an enhanced awareness of educational media and its potential impact on their communities;
3. expanding their role as leaders in early childhood education through large-scale partnerships with state-level organizations; and,
4. expanding their ability to scale and sustain quality early learning experiences at the state level.

VII. PROPOSAL REQUIREMENTS

Applicants must separate their technical and cost proposals.

A. Technical proposals must include the following, in the order specified:

1. Station Capacity and Commitment
Applicants must describe their station’s commitment to education and community engagement, especially among the Target Audience. This may be done by highlighting specific initiatives and projects, including the station’s outcomes from 2018 to 2023.

Applicants must also demonstrate their station’s capacity to conduct education and engagement work in their service areas with dedicated education and engagement staff as well as support from station leadership. This may be done by listing station staff who have previously conducted RTL or other early education work, providing biographies of any personnel who will play a significant role in the project, and describing how station leadership (executives, board members, etc.) will support the proposed State Project.

Lastly, applicants must describe their commitment to diversity, equity, inclusion, and accessibility (DEIA) and anti-bias/anti-racism (ABAR) policies and practices. Responses should address the question: How has the applicant demonstrated real and authentic

dedication to DEIA and ABAR, which are critical pillars of RTL.

2. State-level Partnerships and Impact

Applicants should describe their capacity and willingness to work collaboratively with state-level partners that can engage the Target Audience in the RTL priority areas of functional literacy, World of Work, computational thinking, and executive function. Identify potential state-level partners which have high potential for participation in the State Project and describe the reasons for their inclusion in this proposal. Specify if any potential partners are PDG recipients or have experience with the PDG program and describe any previous or existing collaborations the station has had with prospective state-level partners. Include letters of support from prospective partners if possible.

Describe how other public media stations within your state (if any) could be engaged to support the goals of the State Project. Summarize how you have collaborated with other public media stations on other state-wide efforts if applicable.

Describe the specific and unique needs of the Target Audience in the station's state level service area, identifying low-income communities that would benefit from State Project activities. Identify any existing or planned state programs that support the Target Audience and explain how the State Project could leverage these efforts to meet the Project goals.

3. Administrative Information

Provide the full name, title, email address, and phone number for the primary point of contact for project activities (e.g. Director of Education or RTL Project Manager).

Provide the full name, title, email address, and phone number for the station employee who is responsible for reviewing and signing contracts.

Provide the current mailing address for the station. Provide the current payment address for the station (if different from the mailing address).

- B. Applicants' cost proposals for Year 1 (April 1, 2024 – September 30, 2024) must be submitted using the Budget Template, which includes a detailed line-itemed Budget and Budget Narrative (MS Excel format). Cost information should not be included in Applicant's technical proposals.

Budget categories may include:

- Staffing descriptions (pay, fringe, and time allocations)
- Travel plans (destination, # of days, transportation, lodging, etc.)
- Equipment (e.g. tablets, routers)
- Supplies

- Contractual (e.g. consultants, partner stipends)
- Explanation of other direct costs
- Indirect costs/rate (with NICRA, if applicable)

VIII. SELECTION CRITERIA

CPB will evaluate proposals based on the criteria below with the associated weight.

- A. Demonstrated capacity of the station and proposed partners to successfully participate in a collaborative state-level effort that supports key skills to success for the Target Audience: functional everyday literacy, critical thinking (including computational thinking), collaboration, and World of Work knowledge and skills – with a focus on intergenerational learning. (45%)
- B. Quality and experience of project personnel in early learning media, as well as the overall commitment of station leadership to the project (30%)
- C. Reasonableness of proposed budget costs (25%)

CPB will select up to 14 of the top scoring proposals using the criteria above. In the event that more than one proposal in the top 14 scoring proposals represents the same state, only the highest scoring proposal will be considered for selection.

IX. SUBMISSION OF PROPOSALS

To gain access to the CPB’s grants management system, please send an email request to Devon Tutak, Director, RTL Community Engagement, dtutak@cpb.org, no later than Friday, November 10, 2023 at 5:00 PM ET. CPB will provide access within two business days.

Applications are due no later than Friday, November 17 at 5:00 PM ET.

All questions must be submitted in writing to Devon Tutak, at the email address above. CPB will post all questions, without attribution, and its response on CPB’s website. The deadline for submitting questions is Friday, November 10, 2023 at 5:00 PM ET.

X. TIMELINE

Action Items	Dates
RFP announced	Monday, October 2, 2023
Webinar for interested applicants	Thursday, October 26, 2023, 4:00 PM EDT
Deadline to request access to grants	Friday, November 10, 2023 at 5:00 PM EDT
Proposals due to CPB	Friday, November 17, 2023 at 5:00 PM EDT
Selections announced	March 2024

XI. WEBINAR FOR INTERESTED APPLICANTS

CPB and PBS will host a webinar for interested applicants on Thursday, October 26, 2023 at 4:00 PM EDT to provide an overview of RTL’s state project work, walk through the application process, and respond to questions from prospective applicants.

Zoom Link:

<https://cpborg.zoom.us/j/84636053261?pwd=QkNORllmYTVqVzFSY1J2VDZGaS8wZz09&from=addon>

Meeting ID: 846 3605 3261

Passcode: 6w5ar4RS

Webinar participants may submit questions in writing during the webinar. The webinar will be recorded and a link to the recording will be posted in the FAQ shortly after the conclusion of the webinar.

XII. ADDITIONAL RESOURCES

A. Reports on RTL Research and Best Practices

Applicants may find the following resources useful for identifying best practices in RTL and serving the Target Audience as they prepare their proposals:

- <https://www.pbslearningmedia.org/readytolearn/>
- EDC: <http://cct.edc.org/rtl/>

B. RTL Overview

In 2020, the Corporation for Public Broadcasting (CPB) and PBS were awarded a RTL grant from the U.S. Department of Education, Office of Elementary and Secondary Education. The five-year grant (contingent upon annual continuation of the grant award by the federal government) will connect children’s media and learning environments to build key skills for success.

The initiative is developing new content that helps young children build vital skills to help them succeed in school and life, including functional literacy, critical thinking, and collaboration — and shows them career options in age-appropriate ways. It also helps parents, caregivers and communities support children’s learning and growth, with a goal of putting children on a path to success in learning, work, and life.

CPB and PBS are working with experts in early learning and leading children’s media producers to create new PBS KIDS multiplatform content, including [Work it Out Wombats!](#), [Lyla in the Loop](#), [What Can You Become](#), and [Jamming on the Job](#). Children, families, and educators will have access to an extensive new library of television episodes, short-form videos, podcasts, and related educational materials to support the development of key skills for success.

To ensure that RTL’s content and resources reach every community, local PBS stations are working with schools, public libraries, museums, businesses, local chambers of commerce and other stakeholders, as part of a national network of Learning Neighborhoods devoted to supporting the early learning needs of children in low-income households. Critical national partners include the National Association for the Education of Young Children (NAEYC), Parents As Teachers and the U.S. Chamber of Commerce Foundation. Six of these Learning Neighborhoods are also scaling their collaborations to engage with state-level partners to expand and sustain RTL’s impact.

RTL’s research partners at the Education Development Center are leading research efforts to assess the success of this five-year initiative, with an emphasis on the new content’s ability to build key skills and inspire children to explore the “world of work.” Project research will also provide new insights into the ways in which newer media, intergenerational learning, and accessibility options can support children’s learning. Data analytics are advancing the understanding of how games can influence learning gains, and formative studies will drive informed content creation.

More information on the RTL initiative can be found at <https://www.pbslearningmedia.org/readytolearn/>.

XII. CPB Terms

This RFP does not constitute an agreement by CPB to extend funding to any party. CPB may, in its sole discretion, elect not to pursue this project. Proposals submitted in response to this RFP by an applicant (“Applicant”) shall be valid for at least 90 days following the closing date of applications.

1. Multiple Applications. Neither multiple nor alternative applications will be accepted.
2. Confidential Information. Applicant should clearly identify any portion of its proposal that it considers confidential, proprietary commercial information or trade secrets.
3. Subcontractors. Applicant must identify all subcontractors and advisors and include a description of their roles.
4. Exceptions. Applicants selected for funding are deemed to have accepted the terms in this RFP. Any exceptions must be clearly identified in their proposals. CPB, at its sole discretion, may reject proposals that include exceptions.
5. CPB Information. In reviewing Applicant’s proposal, if CPB shares materials, data and other information and analysis (collectively “Information”) with Applicant, Applicant shall be deemed to agree to protect, preserve and maintain all such Information on a

strictly confidential basis, and to promptly return to CPB, upon its request all tangible copies of the same in Applicant's possession.

6. Proposals. By submitting a proposal, Applicant grants to CPB the right to duplicate, use, disclose and distribute all of the materials submitted, for purposes of evaluation, review and research. In addition, Applicant guarantees that it has full and complete rights to the materials and that they are not defamatory nor do they infringe upon or violate the privacy rights, copyrights or other proprietary rights of any third party. Applicant is responsible for any violation of a copyright, trademark, patent, trade secret or other rights related to the materials.
7. Misc. CPB is not responsible for any loss or damage to material that Applicant provides to CPB in conjunction with this RFP. Upon submission, Applicant's proposal shall become CPB's property, excluding any intellectual property rights there, and CPB is not required to return the same.

XIII. Conditions of Agreement

If a proposal is selected for funding, Applicant must sign a binding agreement that meets with CPB's approval (Agreement). Until the Agreement is executed by both parties, no express or implied commitment has been made to provide funding. Applicant is not authorized to commence work until the Agreement is fully executed, nor will CPB compensate it for the same. If Offerors opt to commence work, they do so at their own risk. No oral or written statement other than the signed, written agreement will govern or modify the relationship.

Applicant must guarantee that, among other things, that any work it undertakes related to this RFP is not defamatory and will not violate or infringe upon the privacy rights, copyrights or other proprietary rights of any third party. Applicant must also agree to indemnify CPB against any loss resulting from breach of any of the representations and warranties in the Agreement.

The Agreement will contain additional requirements which include but are not limited to:

1. Applicant's Financial Position. Applicant must demonstrate that it has adequate financial support, financial controls and other resources required to complete the work and to deliver reports and/or other intellectual property set forth in the Agreement;
2. Record Keeping. Except for the work that Applicant completes pursuant to a fixed price fee structure, Applicant must provide CPB with documentation that evidence the actual costs of the project (including timesheets or other relatively contemporaneous record-keeping documents) and supporting documentation that demonstrates that all costs were reasonable, necessary and incurred for the project.

Applicant must maintain, for three years following the end of the Agreement, all subcontracts and other agreements, licenses, clearances and other documents related

to the project, copies of which it shall make available to CPB, to the U.S. Comptroller General, and their representatives, upon request, for examination and audit purposes. Applicants must also ensure that any subcontractors or consultants engaged for the project maintain such records for this period.

3. U.S. Comptroller Audits. Applicant must provide CPB with a copy of any U.S. Comptroller General audit report issued in connection with the project.
4. Other Regulations. Applicant must comply with the provisions of the Education Department of General Administrative Regulations, the Uniform Administrative Requirements, Cost Principles and Audit Requirements for Federal Awards, equal employment opportunity and nondiscrimination laws and policies and all other applicable laws and government regulations;
5. Rights. Applicants must grant to CPB an irrevocable, perpetual, worldwide, royalty-free, nonexclusive license, to use the project, including the individual components described in the Agreement in any manner and for any purpose, including all reports.

Applicant further agrees that it, will secure any copyrights other intellectual property rights in any research and/or materials created, developed, compiled or produced by them or by any subcontractor or by any their party participating in the preparation of the same.

6. Lobbying. Applicant is strictly prohibited from using any funds provided by CPB:
 - a. for any activity designed to influence legislation or appropriations pending before the United States Congress or any state legislature; and
 - b. to conduct any reception or provide any other entertainment for any officer or employee of the federal government or any state or local government.
7. Governing Law. The Agreement will be governed by construed in accordance with the laws of the District of Columbia without regard to its conflict of law provisions.
8. Funding. CPB's funding in the Agreement is conditioned on and subject to CPB's continued award and receipt of RTL funds from the U.S. Department of Education to support the project.